

LEO BURNETT COMPANY, Inc.

Ad No. 140—Req. No. 97604—126 lines—2 cols (3 $\frac{1}{4}$  inches) x 63 lines—B & W  
Massachusetts and Maine Newspapers, 1960

(A)



## Latakia?

IT'S JUST ONE OF THE  
FIVE FINE TOBACCOS  
IN REVELATION

Latakia adds a touch of exotic aroma. Just a touch. Each of the other four adds something special, too. Bring them all together with the Revelation recipe and something rare happens. Try it soon.

Kentucky Burley—dark flakes, slow burning  
Virginia Bright—bright leaves, even burning  
Old Belt Bright—slightly darker, good body  
Latakia—deeper brown, extra mild  
Perique—very dark, wonderful aroma

**R**EVELATION  
MILD SMOKING MIXTURE



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